

you can  
**Canon**

*PowerShot A80*

*Uncover its potential  
and discover yours.*



you can  
**Canon**



Canon Europa NV  
Conservation Partner

Canon Inc  
30-2 Shimomaruko  
3-Chome, Ohta-ku  
Tokyo 146-8501  
Japan

Canon Europa NV  
Bovenkerkerweg 59-61  
1185 XB Amstelveen  
The Netherlands

Visit [www.canon-europe.com](http://www.canon-europe.com) for more information

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## Discover digital photography.

Want to develop your digital photography skills? The PowerShot A80 is a camera you can grow with. If it is your first digital camera, it is easy-to-handle with a simple design to help you learn. If you already have some digital experience, it has an impressive array of advanced features and accessories which allow you to grow to more advanced levels.

### CHOOSE TO BE CREATIVE

The PowerShot A80 allows you to develop confidence in your creative skills. With features such as a vari-angle LCD and 12 shooting modes plus 2 custom settings, you have more control over your shots.

*The vari-angle LCD is great for shooting at unusual angles or those that require tricky positioning.*



### RESULTS YOU CAN SEE

Every photographer will find that the PowerShot A80 delivers brilliant results which you can see immediately. However, if you are not satisfied with your shot, simply delete the picture, change the camera's settings and re-shoot straight away. It's that easy.

## *An advanced vision.*

What makes the PowerShot A80 such an excellent camera? Its compact design is powered by sixty years of optical heritage and advanced Canon Visionary Technologies. These areas of expertise work together to produce superb photographic results.



### LENS TECHNOLOGY

Unique experience in optical engineering and countless patents on zoom lenses have made Canon a leader in this field. All this expertise can be seen through the lens of the PowerShot A80.

### 4.0 MEGAPIXEL SENSOR

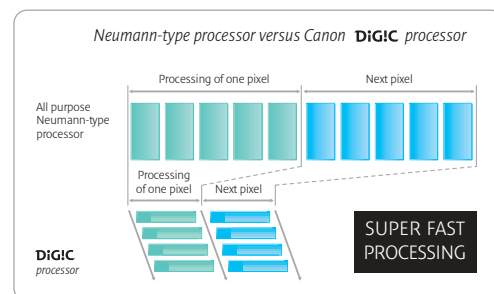
With its 4.0 Megapixel CCD, the PowerShot A80 can easily capture the smallest details and reproduce them. So whether you're printing postcards or A3 size, you'll see the final stills as clearly as when you first took them.

*4.0 Megapixels are ideal for reproducing superb detail in your images, even up to A3 size.*



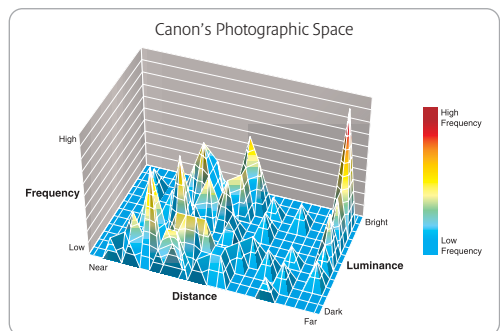
### HIGH-PERFORMANCE PROCESSOR

At the heart of the PowerShot A80 is Canon's exclusive DIGIC image processor which works at super high speeds. DIGIC improves the camera's overall performance and links together several key elements such as signal processing, memory card control and Auto Focus. This results in superb image quality, faster and more accurate Auto Focus performance, 2.4 frames per second continuous shooting speed and more responsive camera controls. The efficient design of the DIGIC processor also allows for an extended battery life so you can shoot for longer on a single battery charge.



*A standard Neumann-type processor converts pixel information one step after another, whereas Canon's unique DIGIC processor converts pixel information several steps at a time.*

## An intelligent mind.



### PHOTOGRAPHIC SPACE ANALYSIS

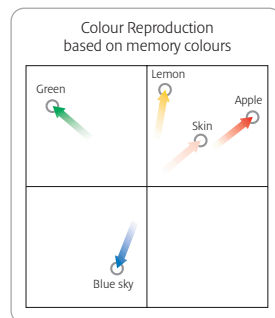
To improve the PowerShot A80's ability to interpret shooting situations and optimise its settings, Canon has developed Intelligent Scene Analysis based on Photographic Space (iSAPS). This is a vast in-camera database of different images and settings which the camera evaluates to statistically build a relationship between factors such as focus distance and scene brightness.

*The PowerShot A80's striking design and its ergonomic grip mean it's easy to handle.*



### COLOUR RENDERING

A good photograph needs to capture the emotion of a scene not just an accurate image. Canon's Colour Image Rendering Technology takes shots that match the scene as you remember it: skin tones remain natural, greens become vibrant, reds become bold and blue skies become clear.



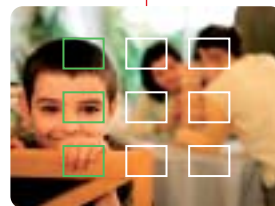
### 3X OPTICAL ZOOM LENS

The focal length of the 3x optical zoom lens in the PowerShot A80 is ideal for shooting everything from landscapes to close-up portraits. The optical lens incorporates 2 aspherical elements which reduce image aberrations to deliver sharp high-resolution images.

*With a 3x optical lens, the PowerShot A80 lets you zoom in on your subject for a more detailed shot.*

### 9-POINT AiAF

Using the camera's Artificial Intelligent Auto Focus (AiAF) system, the PowerShot A80 automatically detects your subject from nine fixed focusing areas across your shooting scene. This means your subject will be sharp and in focus, even if it is off-centre.







## Control your creativity.



### AUTO

The camera selects all the settings for you based on the shooting conditions so you only need to point and shoot.



### PORTRAIT

By choosing a larger aperture, the camera ensures the subject is in perfect focus and any distracting background is blurred.



### LANDSCAPE

To ensure both foreground and background are clearly in focus, the camera selects a smaller aperture for increased depth-of-field.

### NIGHT SCENE

Flash and available light are balanced by using a slow shutter speed to capture all the backdrop details, while the subject is exposed using a fill-in flash.

### FAST SHUTTER

By using a fast shutter speed the camera lets you freeze fast-moving subjects.

### SLOW SHUTTER

Lets you shoot moving objects to create a dramatic blur effect and the appearance of motion.

### STITCH ASSIST

This lets you shoot a sequence of up to 26 images and merge them, when using the supplied PhotoStitch software, into a larger image to create long panoramas.



### MANUAL

When you want complete control, this allows you to set the aperture and shutter speed and select the appropriate focus.

### APERTURE PRIORITY

You set the aperture to control the depth-of-field, while the camera automatically sets the appropriate shutter speed.



### SHUTTER SPEED PRIORITY

You choose the shutter speed, while the camera chooses the most appropriate aperture for the available light.

### PROGRAM

The camera automatically sets both the shutter speed and the aperture. You control all the other parameters such as white balance and flash.

### CUSTOM

The PowerShot A80 has 2 custom modes so you can select your own combination of settings and save them.



### MOVIE

Shoot up to 3 minutes of footage with sound at 15 frames per second, then play it back and edit immediately using the camera.





### **Connect**

*your camera directly  
to the printer.*



### **Select**

*the image you want  
– crop or trim for  
maximum effect.*



### **Print**

*superb pictures in  
a variety of sizes  
in seconds.*

#### PRINT WITHOUT A PC

Getting photo prints from the PowerShot A80 is quick and easy. Not only is the PowerShot A80 PictBridge compliant, which means you can print directly to any PictBridge compatible printer, but it also supports all Canon Card Photo Printers and Bubble Jet Direct Printers. Each one gives excellent quality images straight away, without the need for a PC. For great convenience and quality, try the Canon Card Photo Printer CP-200.



**PictBridge**



*Printing your images is easier  
than ever with the Canon Card  
Photo Printer CP-200.*

## *Share your images.*

Great photographs deserve to be shown and the possibilities for sharing are endless. Photoprinting is fast and easy, and with the supplied Canon software for PC and Macintosh, you can download, save, edit and email your favourite shots.



#### IMAGE MANAGEMENT

Canon's ZoomBrowser EX (for Windows) and ImageBrowser (for Macintosh) allow you to transfer, browse, organise and email your images with ease. Create personal albums from a variety of layout templates, or your own layouts for viewing and printing with the PhotoRecord software (for Windows only).

#### CANON iIMAGE GATEWAY

The CANON iIMAGE GATEWAY\* gives you 100MB of free Internet space for storing your images, creating albums and sharing photographs with friends and family via email.

\* Not available in all regions.

CANON  
**iIMAGE**  
GATEWAY

## Keep growing.

The PowerShot A80 has a huge range of accessories so you can take your digital knowledge and photographic creativity even further.

### Supplied with Camera

A/V Cable  
- TV connection

USB Interface Cable  
- Computer connection



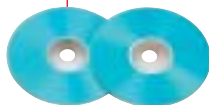
Type AA Alkaline Batteries



32MB CompactFlash Card.  
Stores up to 27 images  
(Large/Fine mode)

Wrist Strap

Software  
- Canon's Solution Disk  
- ArcSoft Photo and Video Editing



### Optional Lens Accessories



TC-DC52A  
Tele Converter



Get closer using the 1.75x magnification of the TC-DC52A Tele Converter.



WC-DC52  
Wide Converter



Create super wide-angle images with the 0.7x magnification of the WC-DC52 Wide Converter.



250D (52mm)  
Close-up Lens



The 250D (52mm) Close-up Lens allows you to get right up to your subject so you can fully capture its beauty.



LA-DC52D  
Conversion Lens  
Adaptor

### Optional Accessories



WP-DC900 Waterproof Case



SC-P5600 Soft Case



CBK-100 Size AA Battery/  
Charger Kit (includes a  
battery charger and 4 size  
AA rechargeable batteries)



ACK600 AC Adaptor Kit



Canon Photo Printers  
- Card Photo Printers (CP-200, CP-300)  
- Bubble Jet Direct Printers  
- Bubble Jet Printers



## POWERSHOT A80 SPECIFICATIONS

<b>IMAGE SENSOR</b>		<b>RECORDING PIXELS/COMPRESSION (CONT.)</b>	
Type	1/1.8" CCD	Movies	(M)320 x 240, (S)160 x 120
Effective Pixels	Approx.4.0M	Movie Length	Up to 3mins, depending upon memory card type and capacity
Colour Filter Type	Primary Colour	<b>FILE FORMAT</b>	
<b>IMAGE PROCESSOR</b>		Still Images	JPEG (Exif 2.2 [Exif Print] compliant)/Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant
DIGIC	DIGIC with iSAPS technology	Movies	AVI [Motion JPEG + WAVE (monaural)]
<b>LENS</b>		Sound Files	WAVE (monaural)
Focal Length	7.8 - 23.4mm (35mm film equivalent: 38 - 114mm)	<b>DIRECT PRINT</b>	
Zoom	Optical 3x, digital approx. 3.6x, combined approx. 11x	Canon Printers	Canon Card Photo Printers and Bubble Jet Printers with the direct print function
Maximum f/number	f/2.8 - f/4.9	PictBridge	Supported
Construction	6 elements in 5 groups (2 aspherical elements)	<b>OTHER FEATURES</b>	
<b>FOCUSING</b>		My Camera	Start-up image and camera sounds customisation
AF System	9-point AiAF, 1-point AF (centre)	Sound Memo	Up to 60 sec.
AF Lock	YES	Intelligent Orientation Sensor	YES
AF Assist Beam	YES	Histogram	YES
Manual Focus	YES	Playback zoom	2x - 10x
Closest Focusing Distance	5cm	Self Timer	2 or 10 sec.
<b>EXPOSURE CONTROL</b>		Camera Menus	English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Japanese
Metering	Evaluative, Centre-weighted average, Spot (centre)	<b>INTERFACE</b>	
Exposure Compensation	+/- 2 EV in 1/3 stop increments	Computer	USB (PTP)
ISO Speed Equivalent	AUTO, 50, 100, 200, 400	Other	A/V output (PAL/NTSC)
<b>SHUTTER</b>		<b>MEMORY CARD</b>	
Speed	15 - 1/2,000 sec. (Slow Shutter of 1.3 sec. or slower, available in Manual and Shutter-priority AE modes only. Shutter speeds of 1.3 sec. or slower operate with noise reduction).	Type	CompactFlash Type I (32MB included)
<b>WHITE BALANCE</b>		<b>SUPPORTED OPERATING SYSTEM</b>	
Settings	Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H or Custom	PC	Windows 98(including SE)/Me/2000/XP
<b>VIEWFINDER/MONITOR</b>		Macintosh	OS 9.0 - 9.2, OS X v10.1/v10.2
Viewfinder	Real-image zoom	<b>SOFTWARE</b>	
LCD Monitor	Vari-angle 1.5" TFT	Browsing & Printing	ZoomBrowser EX (PhotoRecord)/ImageBrowser
<b>FLASH</b>		Other	PhotoStitch
Modes	Auto, On/Off	Drivers	TWAIN (Windows 98/2000), WIA (Windows Me)
Slow Sync Speed	YES	Image Manipulation	ArcSoft PhotoImpression, ArcSoft VideoImpression
Red-eye Reduction	YES	<b>POWER SOURCE</b>	
Manual Power Adjustment	3 levels with internal flash	Batteries	4x Size-AA Alkaline or NiMH Batteries (Alkalines supplied)
Built-in Flash Range	4.5cm - 4.4m (W)/2.5m (T) (at ISO AUTO equivalent)	A/C Power Supply	YES, optional
<b>SHOOTING</b>		<b>ACCESSORIES</b>	
Modes	Auto, Program AE, Shutter priority AE, Aperture priority AE, Manual, Custom (2), Portrait, Landscape, Night Scene, Fast Shutter, Slow Shutter, Stitch Assist and Movie	Case	Soft Case SC-PS600
Photo Effects	Vivid, Neutral, Low Sharpening, Sepia, Black & White	Waterproof/Weatherproof Case	Waterproof Case (40m) WP-DC900
Continuous Shooting	High Speed at approx. 2.4 fps* (speed maintained for up to 5 images) Normal at approx. 1.6 fps* (speed maintained for up to 8 images)	Lenses	1.75x Tele-converter TC-DC52A, 0.7x Wide Converter WC-DC52, Close-up Lens 250D (52mm), Conversion Lens Adaptor LA-DC52D
<b>RECORDING PIXELS/COMPRESSION</b>		Power Supply & Battery Chargers	Battery Charger Kit CBK100, AC Power Adaptor ACK600
Still Images	(L)2272 x 1704, (M1)1600 x 1200, (M2)1024 x 768, (S)640 x 480	<b>PHYSICAL SPECIFICATIONS</b>	
Compression	SuperFine, Fine, Normal	Operating Environment	0 - 40 °C, 10 - 90% humidity
		Dimensions (W x H x D)	103.1 x 64.6 x 34.7mm
		Weight (body only)	Approx. 250g

\*Large/Fine with LCD monitor off

Some images are simulated for clarity of reproduction.

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**4.0** MEGA  
PIXELS

**11x**  
ZOOM  
Optical & Digital  
Combined

**DIGIC**

**Movie**

**9** point  
AiAF

**PictBridge**

**DIRECT  
PRINT**

**BUBBLE JET  
DIRECT**

CANON  
**IMAGE**  
GATEWAY

**Exif Print**

**DPOF**

